



*fawn*

**VISUAL DESIGN GUIDE**



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# LOGOS

When designing our brand logos, we wanted a design that reflected our mission to better serve the Athens community. We wanted a design that was approachable and easy to read, that looked both professional and playful at the same time. From there, we created three distinct logo options in various colors and resolutions.

## FAWN 1



# LOGOS

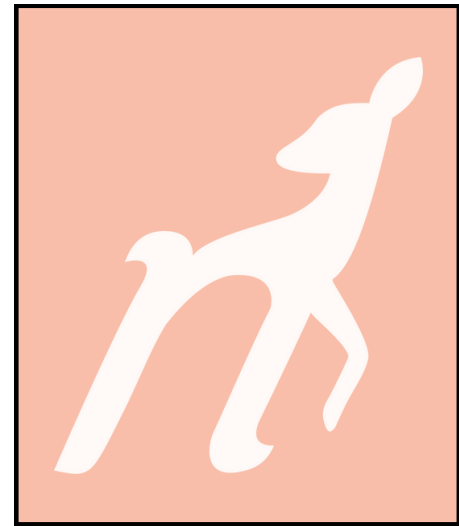
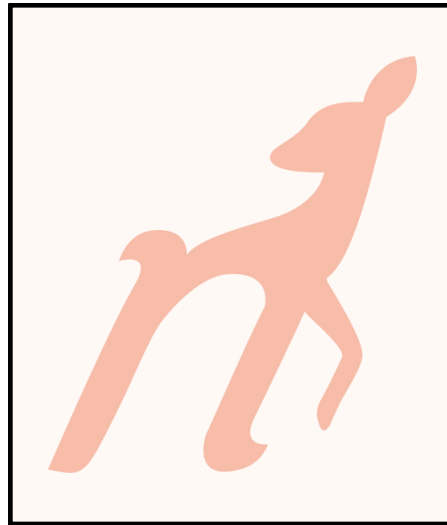


## FAWN 2



# LOGOS

## FAWN 3



# LOGOS



All of these logos are featured as downloadable and editable files in the Visual Design Guide on our website. Each color featured here exists as a (.png) file with a transparent background that you may select based on whether or not your project is being used for print or for web development. If you wish to edit the logo or colors further, each folder houses a (.ai) file for you to do so. This display of logos and background colors is not exhaustive, but keep in mind that high contrast pairs read best. Also note that each logo should be given sufficient spacing away from other elements as demonstrated below.



# COLOR PALETTES



## PRIMARY COLORS

These are the main colors used in our brand. They are soft, inviting, and reflect the warmth of the wildlife we chose to represent our product. These colors should be used in high contrast combinations, mainly for design elements. They should not be used as body text colors, see our accent colors for text color guidance.

#FFF9F5	HEX
255/249/245	RGB
0/2/4/0	CMYK

**CREAM**

#F8BEA9	HEX
248/190/169	RGB
0/23/32/3	CMYK

**LIGHT ORANGE**

#C4572F	HEX
196/87/47	RGB
0/56/76/23	CMYK

**DARK ORANGE**



# COLOR PALETTES



## ACCENT COLORS

Compared to our primary colors, these colors are designed to create maximum contrast and add detail to branding materials and communications. Inspired by our roots at the University of Georgia, we drew inspiration from UGA's characteristic bulldog colors. Body text should almost always be Black, and occasionally White when working with a dark background. Body text should never be Accent Red, but this color may be used to add detail elements or bold subheadings as needed.

#FFFFFF	HEX
255/255/255	RGB
0/0/0/0	CMYK

**WHITE**

#B20D2E	HEX
178/13/46	RGB
0/93/74/30	CMYK

**ACCENT RED**

#000000	HEX
0/0/0	RGB
0/0/0/100	CMYK

**BLACK**



# COLOR PALETTES

## ACCENT COLORS

We advise that Accent Red be used sparingly, but you can see how it may be used subtly and effectively in our promotional materials. It is best utilized to add a bit of dimension and break up some of the orange colors.



Team Nonprofit Athens  
Spring 2023



# *favr*

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# FONTS

When determining our brand fonts, we decided that we wanted items that were easy to read and added a bit of character without taking away from our logo design and written material. We opted for sans serif fonts that look polished, cohesive, and clear at most sizes.

## HEADINGS AND SUBTITLES - H1 & H2

### **NORWESTER**

Use in all materials, both print and web, as available.

### **OSWALD - BOLD AND ALL CAPS**

When Norwester is unavailable, Oswald is sufficient for headings.

## BODY FONTS

### Circe

Use in all materials, both print and web, as available. Circe Contrast should not be used.

### Calibri

When Circe is unavailable, Calibri is sufficient for body text.



# FONTS



## GUIDELINES FOR SELECTING TYPEFACES

When certain typefaces are unavailable or unsupported on different workspaces, move down to the next option, or substitute at your own discretion. When selecting colored type, keep in mind high contrast pairings have the best readability.

## GUIDELINES FOR SIZING TYPEFACES

For headings and subtitles, sizing can range from 30-55 pt, depending on the media. For body text, sizing should never be smaller than 12 pt or larger than 20 pt. There may be exceptions to these rules at your discretion, please reference this document and other branded materials for examples of optimally sized typefaces..

